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# THE Publishers' Weekly

*The American* BOOK TRADE JOURNAL

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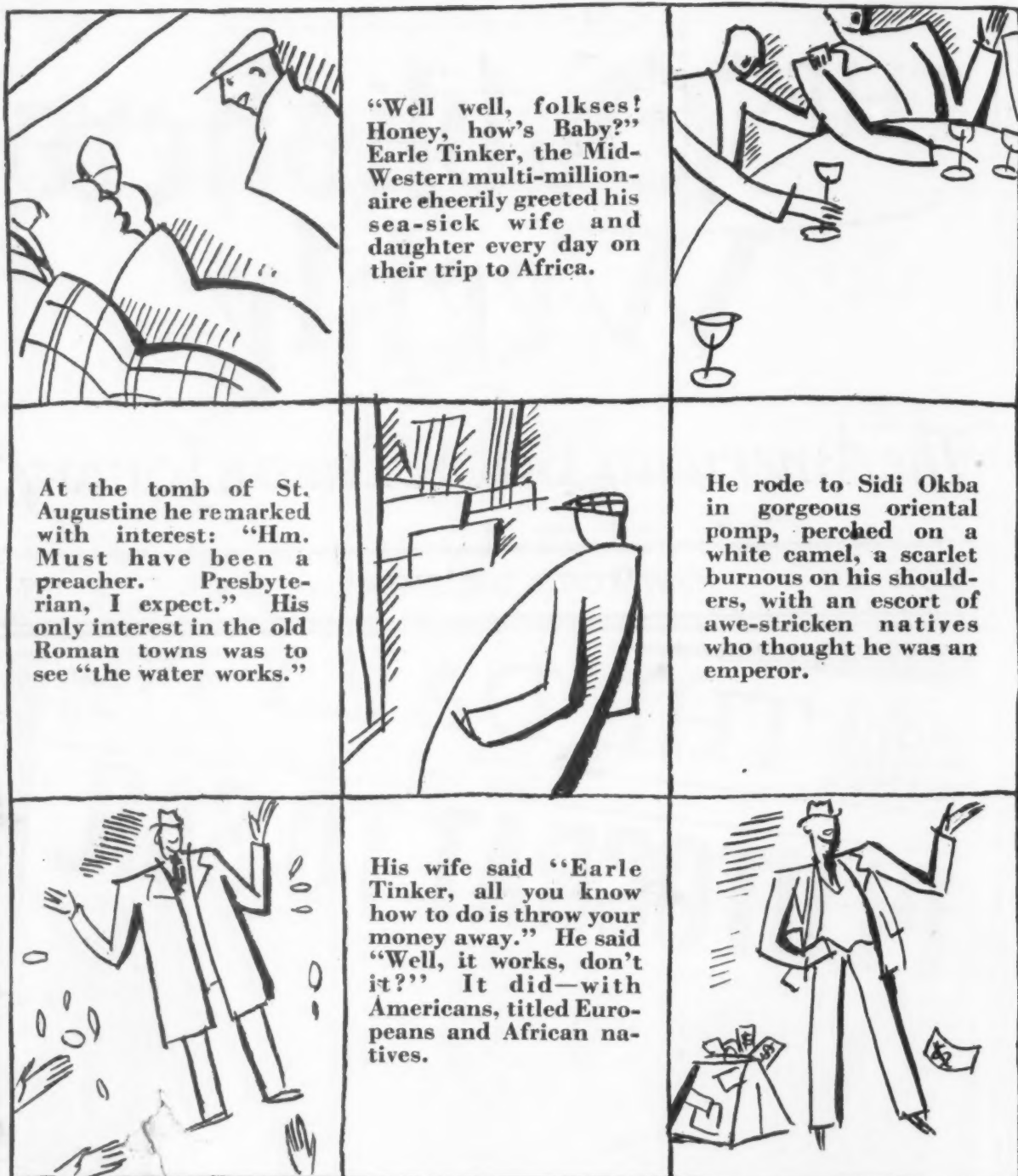
**EXTRA** THE DAILY NEWS

New York, December 25, 1926

## PLUTOCRAT TO SAIL



Among those sailing for Africa on the S. S. Dunmoir on January 7th will be Earl Tinker, multi-millionaire paper bag man, with wife and daughter. Also Lawrence Ogle, ultra-modern playwright, and mysterious French woman. Story on pages 2304, 2305.



"Well well, folkses! Honey, how's Baby?" Earle Tinker, the Mid-Western multi-millionaire cheerily greeted his sea-sick wife and daughter every day on their trip to Africa.

At the tomb of St. Augustine he remarked with interest: "Hm. Must have been a preacher. Presbyterian, I expect." His only interest in the old Roman towns was to see "the water works."

He rode to Sidi Okba in gorgeous oriental pomp, perched on a white camel, a scarlet burnous on his shoulders, with an escort of awe-stricken natives who thought he was an emperor.

His wife said "Earle Tinker, all you know how to do is throw your money away." He said "Well, it works, don't it?" It did—with Americans, titled Europeans and African natives.

This great story is Tarkington's finest, most human novel since "Seventeen." In a gorgeous edition, designed in the studio of René

# THE PLUT

BY BOOTH TARKINGTON

Doubleday, Page &

In the bar with his uncultured cronies he loudly sang

"Mariar!  
Mariar!  
Dirty old Aunty  
Mariar!"

and pounded on the table keeping time.



Looking at Gibraltar, he murmured "What an ad!" He went ashore and returned wearing a bull-fighter's hat. He shouted "Three cheers for Christopher Columbus!" as he showered beggars with gold.



He looked at Tingad and said he guessed he knew how to lay out and build a town, and the Romans had done it the same way he would, only not so good. He called the Forum "the square."



At first people respected his money, but laughed at him for a coarse barbarian. Then they learned to love him and admire him. He was a gigantic figure, too big to be quickly realized.



At heart he was really just Penrod grown up—but in the end he proved to be the grandest Old Roman of them all.

Clark, who did "Show Boat"—and backed by a huge advertising campaign . . . you'll find it the easiest to sell, the hardest to keep in stock

# TOCRAT

## HARKINGTON

& Co. \$2.00



BY THE AUTHOR OF "THE INTERPRETER'S HOUSE"



To be published  
January 14th

# THE DELECTABLE MOUNTAINS

The mountains of Wyoming, the mansions of Philadelphia, studios in New York, and a villa in Cannes form the settings for a revealing study of modern American life.

The sophisticated romance of a wealthy young Philadelphian and a chorus girl from a Broadway revue.

**BY STRUTHERS BURT**

*Author of the Best Seller*

THE INTERPRETER'S HOUSE

Struthers Burt is one of the most conscientious and exacting craftsmen among American novelists. "The Interpreter's House" achieved its success in 1924. Mr. Burt has devoted three years to the writing of his second novel.

\$2.00

TO BE PUBLISHED JANUARY 14th BY CHARLES SCRIBNER'S SONS



WATCH FOR JANUARY ADVERTISING OF "THE SUN ALSO RISES"

"Ernest Hemingway is in many respects the most exciting of contemporary American writers of fiction."

—CONRAD AIKEN.



# THE SUN ALSO RISES

## By Ernest Hemingway

### From the Critics:

The New York Times Book Review:

"An absorbing, beautifully and tenderly absurd, heart-breaking narrative. . . . No amount of analysis can convey the quality of 'The Sun Also Rises.' It is a truly gripping story, told in a lean, hard, athletic narrative prose that puts more literary English to shame. . . . It is magnificent writing, filled with that organic action which gives a compelling picture of character. This novel is unquestionably one of the events of an unusually rich year in literature."

### From a Bookseller:

"The entire force (namely five of us) is reading 'The Sun Also Rises' and we are unanimous in a verdict of enthusiastic approval. It is annoying that we couldn't know the really fine books, such as the Hemingway has turned out to be, in those sultry summer days when publishers' representatives present the hopes and fears of the coming season."

—Gordon Lewis, The New Dominion Bookshop,  
Charlottesville, Va.

\$2.00



NOW IN ITS THIRD PRINTING, PUBLISHED BY CHARLES SCRIBNER'S SONS

## Next Year

# “Tell the Trade First and Fully”

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Book Publishers seeking to find their markets have learned that the best leaven for increasing sales is a well informed selling organization. The “first” groups to be reached are indicated below.

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The booksellers and their clerks who buy and sell the books, reached through the pages of their chosen journal—*The Publishers' Weekly*.

The librarians who buy, circulate and advertise books, reached through the medium of their professional paper, *The Library Journal*.

The selected “sure” buyers—the hand picked groups who are the active customers of book shops and who receive:—

<i>Books of the Month</i>	. . .	170,000	Copies	Monthly
<i>The Book Review</i>	. . .	51,000	“	“
<i>The Christmas Book Shelf</i>	. . .	104,000	Holiday	Season
<i>The Book Shelf for Boys and Girls</i>		150,000	Book	Week

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## BOWKER PUBLICATIONS

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*The Diabolical Professor Kreutzemark Reappears in this  
Tale by the Author of "The Seven Sleepers"*



# THE HIDDEN KINGDOM

By FRANCIS BEEDING

For many years the Secret Service departments of various European countries had been seeking Professor Kreutzemark whose activities in so nearly precipitating another world war have been described in the author's "The Seven Sleepers."

¶ In this story of the notorious Professor's attempt to sway the hidden hordes of Asia in the furthering of his own extraordinary plans, there are miraculous escapes and plots of marvelous ingenuity. The action moves from Spain to Mongolia, and in that weird and cruel land the drama is played to its end.

¶ Original in its plot, unusual in its settings, and keyed to a fast pace that never halts, this thrilling story will make those who first meet the Professor in these pages impatient to look up that daring criminal's previous record in "The Seven Sleepers," a book that had a remarkable sale which may easily be surpassed by this fascinating novel.

Ready January 3. \$2.00

Boston LITTLE, BROWN & COMPANY Publishers

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# A New Year Greeting!



T O M O R R O W  
M O R N I N G

By Anne

Author of

THE PERENNIAL

The Harper Prize No

Ready January 4th!

# FRROW NING

*e Parrish*

Author of

# AL BACHELOR

### Novel for 1925-26

HARPER & BROTHERS, *Publishers Since 1817*  
New York City                      ~                      New York

## New York City

# New York



The movie actress Nestoroff is the center of this Pirandello novel of tragic passions

## SHOOT!

By Luigi Pirandello

Author of  
"Six Characters in  
Search of an  
Author."

\$2.50

A novel where love "the rebel bird," plays a strange and difficult part with a doting mother and her

FOR  
1927



## GLORY

By Léonie Aminoff

A splendid novel based on Napoleon in his days of triumph—his coronation, his brilliant military campaign—interspersed with fascinating intimate details.

\$2.50

## The Rebel Bird



By  
Diana Patrick

lover—a devoted father and his mistress—and Rosamund the exquisite, delightful young daughter.

\$2.00

NEW NOTABLE NOVELS

E. P. DUTTON AND CO.



# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, DECEMBER 25, 1926

## On "Live Booksellers"

Willie Hofmann



HE publishing house and the bookseller have recently come to a complete agreement. Unfortunately, to be sure, not in every particular, but at least in regard to the fact that sales leave uncommonly much to be desired. The public's lack of money is certainly partly to blame, but is not the greatest difficulty. One needs only to consider that there is money enough for everything else, for things that are much more luxurious. One sees, for instance, very few young ladies without stockings like the sun's rays, and very few young gentlemen without something in checks. These are none of them primitive needs, but have all been artificially aroused. Fashion! If one reflects how every year one fashion follows hot upon the heels of another, one can imagine what the profits are.

Now the kinds of business whose commodities satisfy human vanity have a much easier time of it than the booksellers. What can we booksellers learn from this, we who sell books which it has unfortunately become so unfashionable to talk about? Except, perhaps, "Tarzan," which aroused even serious readers.

How can I make a book or an author the fashion, or cause them to be talked about?

Last winter Frank Thiess read aloud from his works. I sent to people who live

in the same place and to those who belong to a social group or association or are brought together in some other way, an announcement of the lecture, together with an excellent prospectus, arranged a show-window, and must say that the results were very good. It was and is still quite the thing to have read something by Frank Thiess. Inasmuch as the circulars reached a group that met socially, people talked about Thiess—and no one will expose himself to the ridicule of not having read anything of his. Besides, the public much prefers to buy a book recommended by acquaintances than one which the bookseller recommends as good.

It is interesting to notice that the public always likes to know about the private life of its writers. Whoever becomes acquainted with an author in vacation, or has eaten in the hotel dining-room with him, is always glad to read his books, or at least to buy them. It is fine to show his books to acquaintances and to mention quite incidentally, "By the way, we know him very well." I have made another interesting observation in regard to customers who belong to the same fraternity. A large work on the history of art which one of them bought, three others purchased, also,—perhaps more for the sake of being known to have it than because they were interested in the history of art. I mention this only to show how closely one must observe the public; for it is evident that various business advantages can be derived from so doing.

Translated and reprinted from *Der Verlag*, published in Berlin.

I have also found it successful to send out, before confirmation, business cards on which is printed the suggestion that books are excellent confirmation presents, and can be found in rich variety at X's. The same thing can be done for any occasion.

The *personal* appeal has naturally the best results. Last year when the illustrated edition of Freytag's 'Bilder aus der deutschen Vergangenheit,' came out, I systematically offered it to every visitor of my establishment. The results were good. Naturally every customer has to be handled somewhat differently. I recommended it to the teacher "as an addition to his professional library," to the father of a family "for his growing children, who are taking up the same material in school," to the earnest historical scholar, who has certainly long owned another edition, I said that he "would never again obtain such a rich store of contemporary material, without being obliged to get many, many books." Now comes an important point: *I must be convinced myself that a work is good.* I must have read at least the preface of a book, in order to know something of its purpose, and must also have at least looked thru the volumes. By doing so, what I say has a much greater power of suggestion. So, from time to time, I select a work which I assume will appeal to my clientele, read it and then push it. One must be able to talk about a book, for the public wants to be entertained.

Letters should not be written in ordinary business style, they should show some enthusiasm, and may well strike a somewhat free and easy note. They must be written by a girl with bobbed hair, on beautiful private letter paper with lilac ink in an angular hand slanting to the right. To the left at the top of the sheet simply: Peter Gubalke, Bookseller. For the paper, I take not the usual size, but the long elegant sheet, perhaps 15 by 8. Of course the envelope does not bear the name of the firm. Letters that do not reach their destination are opened by the post-office and then returned. Such addresses should then be struck off the mailing list. A mailing list is kept, of course. The foregoing is, naturally, intended as a suggestion only, and means that advertising letters should look like social correspondence in order not

to be thrown immediately into the scrap-basket. Altho after such a campaign the people may not stream to the bookstore in hordes, yet Gubalke's advertising is talked about, the name is in everybody's mouth, the object is attained. It will soon be the fashion to buy one's books at Gubalke's, to be met in Gubalke's bookshop.

In order to show simpler folk the way to books, it should be the task of the local booksellers' association to act as the bureau for information about books, in smaller places which have no such bureau. Whoever wants any book, whether it is the laborer, the pupil, the merchant, or the good woman who once read a book in her youth and now has forgotten the author, may write a note to the local association which will answer the inquiries once or twice a month—good practice, too, for the rising generation among the booksellers.

In this way, new lists of customers can be made up. This should be done for the reason, above all, that very naïve views are often to be found among the public; for example, that the book "printed in Leipzig" can be bought only there,—or how often one is hesitatingly asked, "Can you get me a technical book, too?"—one on horse-shoeing, or the Yiddish trade language of the cattle-dealers.

Another idea, to be carried out by the local booktrade association, would be the publication of a book calendar. In January a book on skiing, in February something humorous, in June the newest guidebook, for the long fall and winter evenings a philosophical work,—and not to be forgotten is the latest fashionable novel, in order "to be able to talk about it."

Or what about a booklet: What shall I give? Well written in an easy, clever style, on every page a little picture, and brief characterization of the contents of the books. The advertising force lies not so much in the naming of the title, in this connection, as in the originality of the idea, which people will talk about, and especially in the fact that they will remember books as articles for presents. At the time of the war and after the war when everything else was so scarce, many books were given as presents,—so why not now? Such a piece of advertising must be very elegant and rather graceful in its wording.

## PUBLICITY CALENDAR

*The National Association of Book Publishers has prepared the following publicity calendar linking books with special events. Booksellers and publishers should keep this in sight and plan activities that will fit in with the program.*

### January

**New Year's Day.** Saturday, January 1st. "Resolve to read more books during 1927." "Plan to add a few books to your library each month of the new year."

**Travel Books.** "Read Your Way Around the World." Guide-Books; novels and essays by foreign authors; illustrated travel books; books on international questions. Cooperate with local banks and travel agencies.

**National Thrift Week,** January 17th to 23rd. Y. M. C. A., 347 Madison Ave., New York. Books on investments and on personal household expense budgets.

### February

**Lincoln's Birthday,** Saturday, February 12th. Biographies, books about the middle west, history of Civil War.

**Washington's Birthday,** Tuesday, February 22nd. Biographies, books about the Revolution and early American history, books on American art and furniture.

**Valentine's Day,** Monday, February 14th. Books the best Valentine gift.

**National Drama Week,** February 13th to 19th. Drama League of America, 59 E. Van Buren St., Chicago. Books on the history and art of the theater, books of plays. Cooperate with local little theater groups, women's clubs and schools.

### March

**Religious Books.** First Day of Lent, Wednesday, March 2nd. The Bible, books on religion and philosophy.

**Girl Scouts' International Month,** March. Headquarters, 670 Lexington Ave., New York. Books for young girls, that promote international friendship and knowledge of other countries.

**Health books**

### April

**Easter Sunday,** April 17th. Religious and devotional books; books for Easter gifts.

**National Garden Week,** 2nd or 3rd week. General Federation of Women's Clubs, 1734 N St., N. W., Washington, D. C. Books for the amateur and the expert gardener, books on outdoor life.

**Better Homes Week,** April 24th to 30th. Better Homes in America 1653 Pennsylvania Avenue, Washington, D. C. Books on house decoration, books for the home library, books on architecture and gardening.



# Every Advertisement a "Personal"

*How Headlines Over Booksellers' Copy Can Establish  
A "Receptive Mood"*

A. A. Shields



If you want to know the most effective words for beginning a bookseller's advertisement—either the headline or the opening paragraph—here they are:

"If you—"

There are two words that are sure-fire attention-getters. They interest everybody. They make the subject of the advertisement the person of most importance—the reader.

"Everyone," Harvey Duell told a class at the Medill School of Journalism in Chicago, "finds his greatest interest in himself. All interest centers in self and radiates out. Self is the crux of the news business and the crux of all social existence. Nothing is important to anyone unless he is affected, indirectly at least."

"You" and "your" have long been acknowledged as powerful words to use in a headline and in advertising copy. They were used in the car-card campaign against crime waged in New York and Chicago. Attention was attracted by such headings as "You Can't Win!" followed by brief messages.

These messages were "driven home" as the editor of *Collier's* put it, "by the use of the word 'you' in the heading. Some of our best schools of advertising hold that a 'you' always wins the reader at the start. It

makes the message more personal and establishes at once a 'receptive mood.'"

But if you add to "you" the little word "if" you get the readers to be something more than receptive. They must consider the possibility of some action taking place, or some condition in which they have a part.

Therefore, a beginning like "If you would be among the leaders," as used by the Aquarius Book Shop, of Chicago, immediately makes it a personal matter to most people who read it; nearly everybody wants to be among the leaders.

These two all-powerful words are not used as frequently in booksellers' advertisements as they could be with profit.

Even the "you" and "your" is all too often forgotten in the heading and text because the bookseller, or whoever is writing his advertisement, has looked at the matter from the wrong side of the fence and has begun with a "we." That word "we" begins a surprising number of booksellers' advertisements. And it's the wrong way to approach the prospect.

"Advertising would be more effective," said John Benson, before the American Association of Advertising Agencies, "if every advertisement would look thru the reader's eyes and have his interests at heart. It should never mislead. It should never disappoint with bold intriguing



**AQUARIUS**  
**The Book Shop**  
**of Tomorrow**

**If you would be among  
the leaders, read what  
the leaders have to say.**

**142 E. Ontario Street, Chicago  
Superior 9025**



*Take along*  
**A BOOK**  
 To Your Week-end Hostess  
 (You may be asked again)

—and for the inevitable bread and butter  
 letter one must really have at hand  
 BRENTANO'S SOCIAL STATIONERY

**BRENTANO'S**  
*Booksellers*  
*to the WORLD*  *218 So Wabash*  
**CHICAGO**



*Have a Book*  
 At the Bedside of your Week-end  
 Guest  
 (He may come again)

—and for your future invitations make  
 certain of having at hand  
 BRENTANO'S SOCIAL STATIONERY

**BRENTANO'S**  
*Booksellers*  
*to the WORLD*  *218 So Wabash*  
**CHICAGO**

Two advertisements used in the Chicago newspapers by Brentano's Bookstore, aimed at two sides of the same occasion. The same layout is used and practically the same phrasing, thus strengthening their effects. Tho neither one begins with "If you . . ." each makes use of the personal appeal which Mr. Shields advocates.

headlines and no substance to follow. It should be interesting and informative, sincere and specific."

Talk about things in which people already are interested and booksellers' advertising will bring more results.

"Borrowing themes from the average day of the average person," said A. L. Townsend, in *Printers' Ink*, "means speaking to the greatest number of persons in the language they understand and will appreciate, particularly if there is a note of sympathetic friendliness in problems which are common to all.

"Reflecting the lives of the prospects is one of the real secrets of advertising copy.

"We are interested in ourselves—our own troubles and problems and difficulties. The advertiser who comes nearest to echoing these homely affairs of existence is certain to win an appreciative hearing.

"Yes, I have experienced that, myself!" is the most satisfactory remark a reader can voice after reading an advertisement. Then you surely have won his sympathy and interest."

That's human nature. It's almost the same thing that Mr. Duell told the journalistic students in Chicago. He explained that nothing so appealed to a reader as a story of which he could say, "That happened to me," or "I know a case like that."

The "if" and the "you" element at the beginning of a bookseller's advertisement makes readers consider something "just like that" happening to them.

## *What Are You Reading ?*

MORE NEWNAN PEOPLE  
 ARE READING BOOKS  
 THIS SUMMER THAN  
 USUAL . . . ARE YOU  
 ONE OF THEM?

Our popular priced fiction has aroused unusual interest. We have a big selection of the best books that have been published, as well as most of the books written from big photo-plays. We get new books frequently.

If you like more serious reading, we have a good selection of standard authors, as well as a number of the best known poets.

We would like to have you come in and look over our book selections.

**J. R. McCalla**

# Justice Ford Writes on Criminal Obscenity

**F**OR the past two years John Ford, Justice of the Supreme Court of the State of New York, has been the most active proponent of new legislation in the New York Legislature revising the code on the suppression of obscene matter, and has been the organizer and sponsor for the Clean Books League, whose purpose was to arouse sentiment in favor of such a revision.

His arguments have now been presented in a volume entitled, "Criminal Obscenity—A Plea for its Suppression," published by Fleming H. Revell Co. The purpose of the book is stated in the preface to be "To stir decent men and women into united action. While frankly propagandist, it is mainly informative and deals exclusively with obvious truths and demonstrable facts. It is written with the hope that in some degree it may help along the movement for the speedy elimination of the elements of vileness and obscenity from current literature."

Inasmuch as by far the largest part of American publishing is done in New York, the New York State law is of national importance in this field of enforcement, altho there are codes in most states in addition to the national law. The initiative for enforcement in New York lies in the hands of the New York Society for the Suppression of Vice, just as in Massachusetts it lies in the hands of the Watch and Ward Society. This society, of which John S. Sumner is the executive head and attorney, believes that the law, altho apparently inclusive in intent, has become ineffective by court decision. The League has accepted the opinion of the New York Society in proposing that the law of the state shall be revised in two directions in order to secure easier enforcement:

First, that indictment shall be permitted to be made on the evidence given in separate paragraphs or phrases in the book.

Second, that so called "expert" testimony shall not be admitted, on the ground that

the law was intended to protect the man of the street and not the man of the library.

This subject is one that has always been of persistent interest in the field of books, magazines and the stage, and, in recent years, in the field of moving pictures. Those who are studying the subject will feel under obligations to Justice Ford for putting into print the arguments of the proponents of the change and in gathering into his appendices data that is needed for general study of the subject. It seems not so likely that the book will have any immediate effect on the New York law, as the changes above outlined, which have been brought before the New York Legislature, have been twice defeated and the last time quite decisively.

Altho not Justice Ford's intention, the book will certainly convince many readers how impossible it is to get any unanimity of opinion on this difficult social problem. The whole book is an argument to prove that Society has and always should have readily enforceable laws to suppress any obscene matter that has been printed. There is no light at all thrown on the far more difficult question as to what is obscene matter and how Society shall judge what is obscene. Justice Ford believes this is distinct and easily discernible in literature and pictures and that all we need is to have a law that says clearly that obscene matter is to be suppressed, and forthwith it will be done. There are few who have studied the problem who believe that this can be the case, and one only has to talk with a few types of readers to realize that many books which one person would consider harmless would, by others, be promptly suppressed.

Mr. Ford's text not only avoids the most difficult problem of all, but, by its vehemence, will bring behind his standard only those who are already so enlisted. Here is his opinion of New York publishing:



"In America an open market is found for the printed filth and depravity of continental Europe. Our country has become the literary cesspool of the world.... America is now flooded with books, magazines, etc. which not merely defend indecency but actually teach revolting forms of immorality to American children. The center of distribution is the city of New York, from whence is disseminated 85% of this vile stuff.... The men who have prostituted a noble business to the dissemination of printed obscenity have arrogantly challenged the moral sentiment of the country.... Few normal-minded adults have read these publications, and, without reading, they can form no conception of their shocking contents. No newspaper would print the viler portions of them in its news columns, yet the newspaper's paid literary critics extol them in flattering

phrase, while money flows into the coffers of its business office for advertising them. ... On the other hand, Massachusetts, the literary queen of America, affords pleasant proof of how admirably an anti-obscenity law may be made to work."

No books are mentioned by name throughout the volume, tho it will be remembered that the bill failed last year largely because the book brought forward as evidence had already been suppressed under the law as it stands. It will be remembered that the National Association of Book Publishers three years ago retained Harlan F. Stone, later attorney general of the United States, and member of the United States Supreme Court, to study the subject and he suggested that a new code might be adopted by New York after a study of state and national laws, which might, in turn, become a model for uniform legislation throughout the country.



*The Book Department*

*The above drawing is from "Among Us Cats," a book with drawings and text by W. E. Hill. That the cats' titles are quite similar to our own may be seen by studying the shelves*

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

## EDITORS

R. R. BOWKER F. G. MELCHER  
62 W. 45th St., New York City

December 25, 1926

**I** HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

## Newspaper Space for Books

**I**N a signed editorial in the December 11th issue, H. M. Newman, publisher of *The Fourth Estate*, A Weekly Newspaper for Advertisers and Newspaper Makers, pays its compliments to book publishers in saying:

"The publisher of books has been able for years to get column after column of free space for his product and to go the average publicity seeker one better in that he is able to get the newspaper to give him at the same time an announcement of his particular product and its price.

"This book publisher," he goes on, "has never been able to dent the *Saturday Evening Post* or *Liberty* or *Collier's* for free space for his sales promotion; neither have any of the three of them ever considered that his business was sufficiently interesting to assign special writers to a story of his industry,\* nor has the public ever been sufficiently curious about the mechanics of the trade to demand details in their pages. The result is that the book publishers advertise with them not at all."

Mr. Newman seems to think that the book reviews are printed only as a bait for book publishers' advertising and have no real relation to the interest of the reader. He might have remembered that the news-

papers are not in the habit of measuring their text space by the amount of advertising. Let anyone turn to the papers and see how the relation works out. Are the advertisements of seats for baseball, football or hockey taking space commensurate with the text? Or the six-day bicycle race? Is the amount of financial advertising in direct proportion with the amount of free space given to the price of stocks, announcement of dividends, and general promotion for the business of stock selling? Does the amount of room given to the radio programs bring in any more advertising than does the book section on Sunday? Does the amount of attention given to spectacular and dramatically interesting auction sales bear special relation to advertising return?

The managing editor of the paper plans his material according to the reader interest, and the literary pages of the papers have increased because the interest in books has increased. Does anybody really think that the publication of a new book by Lord Grey or Colonel House is of no more interest to the public as news matter than the production of a new type of shoe vamp by a Brockton manufacturer?

In proportion to the business done, book publishers carry one of the heaviest percentages of display advertising expense that can be shown by any industry. We pick up a current book supplement and find that there are 32 pages of advertising to 8 pages of text, and it would be hard to prove that this was below the average for the rest of the paper. Mr. Newman would like to prove that Mr. Ochs of the *New York Times*, who was a pioneer in building up book review interest, did not know his business; that the *Boston Transcript*, one of the most successful newspaper properties of the country, was on the wrong track in specializing in giving large space to book news; and that as acute a publisher as Cyrus Curtis should certainly not urge book space in both his *New York* and *Philadelphia* papers. In fact, to check over the outstanding newspapers in all cities of the country is to find the newspapers that are all emphasizing book news.

Mr. Newman, in his article, says that if the amount of room given to books were given, instead, to the discussion of motion

\* Such a series has been recently published in *Saturday Evening Post*, written by Robert Gordon Anderson.

pictures, there would be more interest among the readers. The newspapers that we see have not spared their space in connection with motion pictures, nor are they likely to, but it is much more difficult to get current news interest out of the release of a few new films than it is from the current output of books. The films depend for their interest on plot and have to be seen to be appreciated. The books deserve attention for many different reasons, and reviews are not only interesting to read but give a distinction to the whole paper.

### Liaison Officer of the Publishing Field

THAT the literary relations between France and America are steadily developing has been evidenced in many ways, and one of those who must be credited with much of the responsibility for this increased contact is William Aspenwall Bradley, who is just sailing back this month to Paris after several weeks' renewal of contact with America.

From his office at 5, rue Saint-Louis-en-l'Île, Paris, 4<sup>e</sup>, Mr. Bradley keeps in touch with France and has a quick and instinctive knowledge of what books of French creation are most likely to have a profitable market in America. He believes there is every indication that, in the field of non-fiction, the American interest in French products is steadily gaining and points to the fact that in the last five years he has introduced over 100 French authors to an American outlet. In many cases, he has been able to suggest to the French writer of talent the type of writing that is most appreciated here. In keeping his relations with American publishers, he is represented in New York by Madeleine (Mrs. Ernest) Boyd, and in serving the French market he has been instrumental in placing an increasing number of American books with French publishers.

Mr. Bradley's long connection with books and literature has made his work in this field especially effective. Many will remember that he was art director and literary advisor of the old firm of McClure, Phillips & Company and later connected with several American magazines. He contributed to the *English Men of Let-*

*ters Series* a volume on Bryant and edited Sir Philip Sidney's letters for Mr. Updike's *Humanist Library*. He is an authority on etching—particularly French etching—and a poet of standing, as evidenced in his volume, "Old Christmas and Other Tales of the Kentucky Mountains," etc. He is also known as a critic and translator, his selection of the essays of the late Remy de Gourmont, published under the title of "Decadence," having done more than anything else to make that writer known in America.

The establishment in France of so representative an American publisher and literary figure has an important bearing in the extension of the appreciation of American books abroad as well as of the use of French material in America.

It is gratifying to learn that Mr. Bradley has recently been made a chevalier of the Legion of Honour, on the instance of the Ministère des Affaires Étrangères, in recognition of his services to French art and literature.

### An American Agent for France

AMERICAN magazines and books are soon to be represented abroad from a new angle and with new effort as the result of the plans of H. A. Horwood, who sailed for Paris on the 15th. Mr. Horwood is beginning to build up the machinery for representing American publishers of periodicals and books on the continent, making his headquarters in Paris at 9, rue Toullier, Hotel Soufflot, Paris, 5. From here he will travel around the continent to the centers where there are the most opportunities for the sale of American publications.

Mr. Horwood was at one time manager of the mail-order department for Harper & Brothers. From there he went to Doubleday, Page in 1912. Then for some years he represented the quality group of magazines in promoting their interests in California. A couple of years ago a walking trip in Europe caused him to become interested in the distribution of American magazines and books on the continent, and, after a very careful study of the situation, he decided to make this his special interest.



## AMERICAN FIRST EDITIONS

A Series of Bibliographic Check-Lists

*Edited by Merle Johnson*

Number 101

FRANK R. (Francis Richard) STOCKTON, 1834—1902

*Compiled by Vrest Orton*

STOCKTON stories all carry a touch of whimsical humor of the Bunner-Aldrich stripe. Stories for children, stories for grown-ups, and novels, comprise his output. The short-story collection headed by "The Lady or the Tiger?" is the prime collector's item.

A NORTHERN VOICE FOR THE DISSOLUTION OF THE UNION.  
[New York], 1861.

Privately printed for the author.

TING-A-LING. New York, 1870.

ROUNDBOUT RAMBLES IN LANDS OF FACT AND FANCY. New York, 1872.

With Marian E. Stockton.

THE HOME, etc. New York, 1872.

With Marian E. Stockton.

WHAT MIGHT HAVE BEEN EXPECTED. New York, 1874.

TALES OUT OF SCHOOL. New York, 1875.

RUDDER GRANGE. New York, 1879.

A JOLLY FELLOWSHIP. New York, 1880.

THE FLOATING PRINCE AND OTHER FAIRY TALES. New York, 1881.

THE LADY OR THE TIGER? AND OTHER STORIES. New York, 1884.

THE STORY OF VITEAU. New York, 1884.

THE CASTING AWAY OF MRS. LECKS AND MRS. ALESHINE. New York, [1886].

Also, paper covers.

STOCKTON STORIES. Second Series. "The Christmas Wreck and Other Stories." New York, 1886.

The First Series is a reprint of "The Lady or the Tiger? and Other Stories."

THE LATE MRS. NULL. New York, 1886.

THE BEE-MAN OF ORN, etc. New York, 1887.

THE HUNDREDTH MAN. New York, [1887].

AMOS KILBRIGHT, etc. New York, 1888.



THE DUSANTES, a sequel to "The Casting Away," etc. *New York*, [1888].

THE GREAT WAR SYNDICATE. *New York*, 1899.

Wrappers.

PERSONALLY CONDUCTED. *New York*, 1889.

THE STORIES OF THE THREE BURGLARS. *New York*, [1889].

ARDIS CLAVERDEN. *New York*, [1890].

THE MERRY CHANTER. *New York*, 1890.

Wrappers.

THE SQUIRREL INN. *New York*, 1891.

THE RUDDER GRANGERS ABROAD AND OTHER STORIES. *New York*, 1891.

THE HOUSE OF MARTHA. *Boston*, 1891.

THE CLOCKS OF RONDAINE AND OTHER STORIES. *New York*, 1892.

JOHN GAYTHER'S GARDEN, etc. *New York*, 1902.

THE WATCHMAKER'S WIFE AND OTHER TALES. *New York*, 1893.

POMONA'S TRAVELS, etc. A Series of Letters. *New York*, [1894].

Two different pictorial bindings.

THE ADVENTURES OF CAPTAIN HORN. *New York*, 1895.

CAPTAIN CHAP. *Philadelphia*, 1897.

A STORY-TELLER'S PACK. *New York*, 1897.

A BICYCLE OF CATHAY. *New York*, 1900.

THE YOUNG MASTER OF HYSOON HALL. *Philadelphia*, 1900.

BUCCANEERS AND PIRATES OF OUR COAST. *New York*, 1898.

THE GIRL AT COBHURST. *New York*, 1898.

THE GREAT STONE OF SARDIS. *New York*, 1898.

KATE BONNET, etc. *New York*, 1902.

THE CAPTAIN'S TOLL-GATE. *New York*, 1903.

With Memorial Sketch by Mrs. Stockton and Bibliography.

THE LOST DRYAD. *Riverside, Conn.*, 1912.

1000 copies only.

MRS. CLIFF'S YACHT. *New York*, 1896.

STORIES OF NEW JERSEY. *New York*, [1896].

American Book Co., school edition. In the same year, Appleton issued a trade edition as "New Jersey: From the Discovery of Sereyichbi to Recent Times."

THE VIZIER OF THE TWO-HORNED ALEXANDER, *New York*, 1899.

THE ASSOCIATE HERMITS. *New York*, 1899.

THE YOUNG MASTER OF HYSOON HALL. *Philadelphia*, 1899.

Issued serially in 1882 as "Philip Berkeley."

AFIELD AND AFLOAT. *New York*, 1900.

THE QUEEN'S MUSEUM. *New York*, 1906.

\* \* \* \* \*

THE NOVELS AND STORIES OF FRANK R. STOCKTON. *New York*, 1899-1904.

23 vols. collected edition.

204 copies on Japan vellum, signed.

A bibliography in vol. 23.

STORIES BY AMERICAN AUTHORS. *New York*, 1881.

Vol. 2 contains "The Transferred Ghost" by Stockton.

ELEVEN POSSIBLE CASES. *New York*, [1891].

Contains "A Thing That Glistens" by Stockton.

## In and Out of the Corner Office

WE are glad to find that information about the mysteries of publishing practice is becoming more and more available. Soon there comes from Houghton an American edition of Stanley Unwin's fine book on "The Truth about Publishing" and now Edward Bernays writes us that there is a new book on vocations coming out for which George Doran has written a chapter on publishing as a career. If he tells in detail how he did it himself, there will be a real story.



We had a Christmas message from Thomas C. Lothian of Melbourne, who was a welcome guest in New York last year. His greetings are inscribed in a most beautiful volume of Australia's leading poet, Adam Lindsay Gordon. That country is coming along rapidly in bookmaking if it can produce and market as handsome a volume as this with its 18 fine color plates by Australian painters.



It was pleasant to find poet honoring poet especially when many of those paying tribute were of the much suspected younger generation. The poet honored on her sixtieth birthday by a dinner at the Brevoort was Lizette Woodworth Reese whose first volume fell in the unpoetic 80's, and whose sonnet "Tears" is one of the best known modern American poems. Among the "young folks" who honored the Baltimore poet were Du Bose Heyward, Hervey Allen, William Benét and Elinor Wylie, while John Farrar, chairman of the committee in charge acted as toastmaster.



When we dropped in to see Ernest Eisele the other day at B. Westermann & Company, he showed us the beautiful new almanac of Fischer of Berlin, the fifteenth of a series which marks the fortieth anniversary of the founding of this notable publishing house. Everyone who studies publishing as it is done in Europe conceives immediately the greatest admiration for this great Ber-

lin publisher, who has carried on his profession both with great imagination and business skill. Mr. Huebsch, who has had such a wonderful year in Europe, is always full of pleasant reminiscences of the Fischer office and brought home with him from his last visit there a beautiful little volume by Thomas Mann, whose manufacture had seemed especially satisfactory to its sponsor.



It will be good news to many of us that Andrew Pierce has come back into the traveling field to consort with his old companions, Fannie Farmer and Louisa Alcott. There never was a more well-loved figure at the buyer's desk than "Andy" Pierce, and, after a year's rest, the call of the road has come to him again. Probably European travel hasn't changed him a bit. He will be out in California next month.



Our favorite Christmas present this year is "The Gospel of St. Luke" which has just come to our hands thru the courtesy of the John Day Company, its publisher, and William E. Rudge, its printer. The volume is a venture at making as beautiful a Bible as two great printers could plan. Whether its publication will continue on thru the Gospels and Psalms or whether the public interest will make it imperative that it be carried thru both Testaments is, presumably, to wait for later developments.

It seems that for some years since Bruce Rogers has been using the Rudge Press for his laboratory there has been growing in the minds of both Mr. Rogers and Mr. Rudge the idea of planning an edition of the Bible that would be more satisfactory than anything now available. It was to have a fine open page, and the size finally selected was  $10\frac{1}{2} \times 7\frac{1}{2}$ ; the type was to be familiar and pleasing to every reader without touches of eccentricity, and 14 pt. Grandjon seemed to answer these requirements; the decoration, except for the drawing on the title-page, was to be confined to the chapter headings in dull red and 6-line



*Title page illustration from "The Gospel of St. Luke" as printed by Wm. Rudge for The John Day Co.*

initial letters for each chapter in blue. The paper is all rag; the sewing is such that the book opens flat in the hand.

The intention has been to make a book for the lovers of the Scriptures and not merely one for the lovers of typography, and the edition has been limited to 1,250 copies but at a moderate price of \$7.50 each with the hope that it may be a book that will be sold freely over the bookstore counters. The selection of the Gospel of Luke seems a particularly appropriate beginning for such an enterprise, as it contains the most loved story of Christmas time, and those who are fortunate enough to receive it at the holiday season will feel as we do, that there could hardly be a more beautiful and lovable embodiment of the Christmas spirit.



Some of the letters that come in which comment on the value and interest of Paul Paine's maps are a decided emphasis on the fact that these beautiful wall charts are not merely merchandise in the book field but are an inspiration to book use. Edith Thomas, in charge of the Library Extension Service

of the University of Michigan, wrote us last week about her experience when she was out in the country school district of Michigan:

"One night last week I was asked to talk at a meeting where one of our loan exhibits was placed for the time. It was a one-room country school back from the main traveled roads, dimly lighted by a kerosene lamp hung from the ceiling. Across the front of the room on a long rough table the books were displayed to very good advantage. At the very back of the room, a distance of not more than twelve or sixteen feet, thumb-tacked against the chimney place was your 'Map of Adventure.'

"Just before the meeting opened I looked back over the heads of parents and children wedged into the narrow old-fashioned seats and saw a group of boys eagerly pressed to the very surface of the map. A young woman was saying, 'See, there's where the Swiss Family Robinson were; there's Treasure Island.' There was eagerness in the line of every crowding shoulder and inclined head as they strained their eyes in the dim light."



## In the Book Market

THE Goncourt prize, the French prize for the year's best novel was awarded last week by the famous literary academy to Henri Deberly for his volume "Le Supplice de Phèdre." The author has written several striking volumes, "Pancloche," "L'Impudente," and "L'Ennemi des Siens" but he does not belong to any of the numerous literary coteries. Another important French literary award of last week was the "Femina et Vie Heureuse," prize awarded by a jury composed of women writers to Charles Sylvestre for his book "Prodige du Coeur."

✻ ✻ ✻ Anne Douglas Sedgwick's first novel since "The Little French Girl" will appear in March. The scene, like a great portion of the former book, is laid in France. The title is "The Old Countess" and the publishers, *Houghton Mifflin*, have described it as contrasting the spiritual and physical realities of modern life. Another book which will soon come from the same publishers will be a first novel by a man who has himself hunted elephants in the Congo and written an epic of the conquest of Africa by the white man. The book is "Shadow River" and the author, Walton Hall Smith. ✻ ✻ ✻ Sinclair Lewis is hard at work on a new novel to be called "Elmer Gantry" which *Harcourt, Brace* will publish. For some years Lewis has been interested in religion and the church in America as a theme for a serious novel, and "Elmer Gantry" promises to be that serious novel. ✻ ✻ ✻

After "Revelry" comes "Rivalry." This last is the work of Sarah Warder MacConnell and will be published on February 10th by *Macaulay*. It is a story of American life and illustrates the lust for success and supremacy, if the publishers' word is to be believed. *Macaulay* also announces that it has taken over nearly all of the Elinor Glyn books in its Popular Copyright Series. Those to be issued in this series on February 15th are "Love's Blindness," "The Philosophy of Love," "His Hour," "This Passion Called Love," "The Reason Why," "The Price of Things" and

"The Man and the Moment." ✻ ✻ ✻ *Little, Brown* announce that their \$2000 Prize Competition for the best 40,000 word, or longer, book of fiction for boys or girls of ten years or over will not close until March 1, 1927. ✻ ✻ ✻ There has been much discussion of what could have happened to Agatha Christie when her car was discovered at Newlands Corner and she could not be located anywhere. After eleven days' search she was found in a hotel at Harrogate, Yorkshire, but her husband said she had suffered a complete loss of memory. Mrs. Christie is the author of several successful mystery stories. Her book of this fall "The Murder of Roger Ackroyd" was acclaimed a masterpiece. ✻ ✻ ✻ Dr. Stephen S. Wise, speaking recently in New York on "Shaw the Pagan and Erskine the Puritan" attacked the two novels "Helen of Troy" and "Galahad" by Professor Erskine as "the most vicious books" he had "read in a generation." He continued "No matter how smoothly laid on the satire may be, the tendency is perfectly clear—that the quest of human life is the quest of the evil, the bad, the vicious. Out of that grows the repudiation of the moral law, which we Jews know as Hebraism." Professor Erskine has said he would not reply to the attack, at least not at present. But the two books themselves have replied that they are both on the list of best sellers. ✻ ✻ ✻ Robinson Jeffers is to have a new poem "The Woman at Point Sur" issued under *Boni & Liveright's* banner this spring. ✻ ✻ ✻

The Columbia Book-store has made an attractive exhibit of books written in Dr. Mabel L. Robinson's juvenile writing class, with photographs of the authors. The books on exhibition are Allen Chaffee's "Tony and the Big Top" and "Sully Joins the Circus," Mary Wolfe Thompson's "Farmtown Tales" and "Shoemaker's Shoes," Zillah MacDonald's "Cobblecorners," Elsie Borg's "Gewallopus," and Mabel L. Robinson's "All by Ourselves," "Dr. Tam O'Shanter," "Little Lucia," and "Little Lucia's Island Camp."





## New Macmillan Building in Dallas

**F**OLLOWING close on Macmillan's announcement that its Atlanta office was housed in a beautiful new building comes word that its branch in Dallas is moving into new quarters. Formerly located at 330 South Harwood Street, the company now moves to its new location at Ross Avenue and Akard Street. The property, a two-story brick building, was purchased from the Cary-Schneider interests several months ago.

The building, shown above, fronting on Ross Avenue 108 feet and extending north on Akard Street 100 feet, affords over 20,000 square feet of space. Extensive alterations and improvements have converted it into a house well suited to the publisher's use. The entire second story is used as a stockroom. From this floor elevators and chutes bring the books to the shipping tables

below. The freight entrance on Akard Street leads to loading platforms. Six thousand feet of space are used for heavy stock. In front on Ross Avenue are the offices. These are large and so constructed as to afford a maximum of light and ventilation. There is a reception room provided with all conveniences for visitors. Here all Macmillan publications will be displayed, conveniently and attractively arranged.

The territory served by the Dallas office covers Texas and Oklahoma, Arkansas, Louisiana and New Mexico. J. Henry Phillips is the southwestern manager. The establishment of the southwestern branch of the Macmillan Company in a new building of its own serves as concrete evidence of the importance of Dallas as a distributing center for the whole southwest.

## Membership of the International Copyright Union

**R**OUMANIA becomes on January 1st a member of the International Union, officially known as the Revised Berne Convention for the Protection of Literary and Artistic Works. Adhesion to the Union is accomplished by an official note thru the Roumanian Legation to the Swiss government which in turn notifies the other members. Such a note was sent by Roumania on August 28th last.

The one reservation retained by Roumania is the substitution of Article 7 of the first Convention of 1886 which relates to journals and periodicals.

This brings the total population of the nations who are joined in the International Copyright Union up to 935,000,000.

If this Congress should see fit to pass the Vestal Bill the total would pass the billion mark.

The principal countries not now signatory to the Convention are:

The United States of America  
Union of Soviet Socialist Republics  
Mexico  
China  
Turkey  
Serbia  
Chile  
The Argentine Republic  
Peru

## A Reading List of Art

**T**HE *Reading With a Purpose Series* of the American Library Association has reached its twentieth number with the publication of "Pleasure from Pictures" by Henry Turner Bailey. Mr. Bailey is eminently the right person to present the subject of art, and is at present director of the Cleveland School of Art. His own volumes such as "Art Education," "Symbolism for Artists," etc., are well known. The books which he recommends in connection with this course are as follows:

"The Art of Florence" (Former title, "Mornings with Masters in Art") by H. H. Powers. Macmillan, 1918, \$2.90.  
"Art Through the Ages" by Helen Gardner. Harcourt, 1926, \$4.

"A History of Italian Painting" by Frank Jewett Mather, Jr. Holt, 1923, \$3.50.

"Masters in Art," Bates and Guild Co., 200 Congress St., Boston. (108 parts published, each part being an illustrated monograph on some great painter or sculptor, 50c. each.)

"The Story of American Painting" by Charles H. Caffin. Stokes, 1907, \$4.50.

"Modern Painting" by Willard Huntington Wright. Dodd, 1915, \$3.50.

"Mural Painting in America" by Edwin H. Blashfield. Scribner, 1913, \$3.

Another addition to this series is "Americans from Abroad." This has been prepared by John Palmer Gavit, well-known journalist and vice-president of the New York *Evening Post*.

## The Harvard Advertising Awards in January

**A**N award of \$1,000 for the most effective use of typography in connection with advertisements will this year be added to the Harvard advertising awards, which were founded by Edward Bok in 1923. The juries of award will meet the middle of January to make awards for the year 1926. A special jury has been appointed for this particular award consisting of Joseph M. Bowles of the William Edwin Rudge Company, New York, Everett R. Currier, president of Currier & Harford, Ltd., printers, New York, and D. B. Updike of the Merrymount Press, Boston.

Other awards of \$2,000 are for the most excellent national campaign; for the most excellent campaign of industrial products; for the most excellent local campaign; for the best campaign executed locally in cities of 100,000 population or less; and another prize of \$2,000 for the advertising research most conspicuous for bringing about economy or precluding waste; the four prizes of \$1,000 each are, one for typography, as described above; one for the most effective advertisement in its use of text; one for the most effective in the use of pictorial illustration; one for a combination of text and illustration.

A gold medal will be awarded to the individual or organization deemed by the jury of awards to merit recognition for distinguished contemporary services to advertising.



*Jerrold Nedwick's bookstore on North Clark Street in Chicago, a shop not exclusively for the "bookworm"*

### A Friendly Bookstore

**J**ERROLD NEDWICK, who has opened a bookstore at 346 North Clark St., Chicago, has noticed the *Publishers' Weekly* recommendation for easily accessible and well-classified stock and has sent a photograph of his establishment to prove that such a store is available for book lovers on the north side of the Chicago River. The circular which he sent broadcast has the heading, "Strange—but we have a Good Bookstore here on North Clark Street—and it isn't a 'shoppe,'" and continues, "Just to let you know about our friendly bookstore—not exclusively for the 'bookworm' and by no means for the 'dilettante'—but a bookstore." The store is open evenings, and carries both new and old books.

### Knew the Price

"Is this a free translation?" asked the customer in a bookshop.

"No, sir," replied the clerk; "it will cost you \$2."—*Christian Evangelist*.

### The Sesqui Book Awards

**A**T the closing of the Sesquicentennial Exposition, the Jury of Awards announced the five medals to book publishers:

To Funk & Wagnalls of New York—Grand Prize, "for the educational value of their dictionaries and other publications."

To J. B. Lippincott Co. of Philadelphia—Medal of Honor, "for its educational publications."

To The Grolier Society of New York—Medal of Honor, "for the contribution of 'The Book of Knowledge' to children's education."

To F. E. Compton & Co. of Chicago—Medal of Honor, "for children's reference books."

To The Frontier Press of Buffalo—Gold Medal, for their exhibit of their reference book "The Lincoln Library."

Among the exhibits of the Educational Building the American Library Association was awarded The Grand Prize.



## Change in Price

D. APPLETON & COMPANY

F. M. Chapman, "Our Winter Birds," trade edition,  
from \$1.50 to \$2.00.

## Communications

### BETTER CATALOGING

THE JONES LIBRARY

Amherst, Mass.

December 9, 1926.

Editor, *Publishers' Weekly*:

I was very glad to see in your issue of December 4th the letter from Mr. Schenck of the H. R. Hunting Company about the American Trade List Annual.

All that he has said is very true about increasing the usefulness of that fine publication by the addition of an index and some degree of uniformity as to the abbreviations and symbols used by the various publishing houses.

All of these improvements would be of great help to librarians as well as to booksellers, because they, too, have very frequent occasion to use the American Trade List Annual.

I hope something will come of Mr. Schenck's suggestion.

CHARLES R. GREEN,  
Librarian.

### UNIFORM CATALOG PRACTICE MUCH NEEDED

SALEM PUBLIC LIBRARY,  
Salem, Mass.

Editor, *Publishers' Weekly*:

I endorse Mr. Schenck's letter in the *Publishers' Weekly* of December 4 and make a suggestion.

If any attempt is made to formulate rules for uniform catalog practice, publishers should be requested to place their name at top of every page. The lack of this is annoying and time consuming as many of us cannot identify catalogs by type and style alone. An index to each catalog is also desirable, especially when books are not arranged alphabetically by author. The complete index, as in the English trade list annual, is not important as the United States Catalog and the *Publishers'*

*Weekly* guide us to the publishers. Such an index would also unduly delay publication of the annual.

Yours very truly,  
GARDNER M. JONES.

## Personal Notes

WM. J. COLBY, for many years in charge of the book publishing of the Associated Press and well-known for his activity in general trade affairs, has resigned from that work and on January first becomes connected with the office of *The Christian Century* at Chicago.

GEORGE S. HARRAP, of George G. Harrap & Co., Ltd., London publishers, is arriving in New York about January 24th to renew his acquaintanceship with the American publishers with whom his house has been doing business. He plans to stay at the Commodore Hotel.

## Business Notes

AMHERST, MASS.—The Amherst Bookstore, James A. Lowell, proprietor, was completely burned out in a disastrous fire that visited Amherst on December 10th.

CLEVELAND, OHIO.—The Burrows Brothers Company of Cleveland has just opened a new store at 1821 Coventry Road in Cleveland Heights, one of Cleveland's principal suburbs. The new store is directly across the street from the former location of Burrows Circulating Library which had been on Coventry Road for some time. The branch is to be a miniature of Burrows main downtown store, representing all kinds of merchandise. This makes the fifth in the chain of Burrows stores in Greater Cleveland. The manager is H. Muesner, who for a number of years has been connected with the company.

SAN FRANCISCO, CAL.—The Book Harbor has removed to larger quarters at 1448 Haight St.

WASHINGTON, D. C.—Miss H. Early has opened a bookshop at 1801 Sixteenth Street.

WOODHAVEN, N. Y. — Willard L. Weiner has opened the Park Lane Rental Library at 8404 Woodhaven Road.



# The Weekly Record of New Publications

**T**HIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

*The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."*

*Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].*

*Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.*

## Aldis, Mary Reynolds [Mrs. Arthur Taylor Aldis]

An heir at large; a play in seven scenes; from the cartoon story of John T. McCutcheon. 115p. il. D [c.'24,'26] Chic., Old Tower Press, 122 S. Michigan Ave. pap. 75 c.

## Allen, Albert Cooper

King of the wilderness. 317p. D c. N. Y., G. Howard Watt \$2

A romance of the Oregon pioneers in which a great shepherd dog is a principal character.

## Barrie, Sir James Matthew

J. M. Barrie's Peter Pan and Wendy; retold by May Byron for boys and girls. 128p. il. (pt. col.) D [c.'11-'26] N. Y., Scribner 88 c.

## Bassett, John Spencer

Expansion and reform, 1889-1926. 373p. (bibls.) maps (col.) S (Epochs of Amer. hist.) c. N. Y., Longmans \$1.50

A new and fourth volume in the Epochs of American History series, covering the years which have been added to the nation's history since the series was first published.

## Beckman, Theodore N.

Wholesaling. 619p. diags. O [c.'26] N. Y., Ronald Press \$6

## Begtrup, Holger, and others

The folk high-schools of Denmark and the development of a farming community. 168p. il. D '26 N. Y., Oxford \$2

## Beman, Lamar Taney, comp.

The direct primary. 194p. (20p. bibl.) D (Reference shelf) '26 N. Y., H. W. Wilson 90 c.

Military training compulsory in schools and colleges. 161p. (15p. bibl.) D (Reference shelf) '26 N. Y., H. W. Wilson 90 c.

## Bennett, Guy Vernon

The junior high school; rev. ed. 225p. D '26 Balt., Warwick & York \$1.60

## Benson, Arthur Christopher

The diary of Arthur Christopher Benson; ed. by Percy Lubbock. 320p. il. O '26 N. Y., Longmans \$7.50

The diary of a famous English essayist and novelist.

## Bettauer, Hugo

The city without Jews; a novel of our time; tr. by Salomea Neumark Brainin. 197p. D c. N. Y., Bloch Pub. Co. \$2

## Bible

The book of Ruth [lim. ed.] no p. col. front. D '26 San Francisco, Grabhorn Press, 526 Powell St. vell. \$17.50

Illuminated and initialed thruout by Valenti Angelo.

The gospel according to St. Luke [lim. ed.] 81p. front. Q '26 N. Y., John Day \$7.50 bxd. Beautifully printed by William Edwin Rudge.

The psalms according to wisdom's rule; ed. by Frederick Joseph Bielsky. 254p. D [c.'26] Bost., Christopher Pub. House \$2

## Blakeney, Lena Whittaker

Ports of call. 70p. D c. N. Y., H. Vinal bds. \$1.50

Poems recording experiences in many lands; many of them have appeared in American magazines.

## Bligh, N. M.

The evolution and development of the quantum theory; foreword by Professor Max Planck. 112p. (bibl. footnotes) front. (por.) diags. O '26 N. Y., Longmans \$3

## Boardman, Richard J.

Indian rhapsodies. 75p. D (Contemporary poets, no. 41) [c.'26] Phil., Dorrance bds. \$1.75 bxd.

## Bone, Louis Addison

Uncle Jim; a pioneer tale. 208p. front. (por.) D [c.'26] Bost., Christopher Pub. House \$2

## Bishop, Merrill

Chromatropes [verse]. no p. il. O [c.'26] San Antonio, Tex., Naylor Pr. Co. pap. apply

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Chalk talk stunts. 100p. il. D [c.'26] Chic., T. S. Denison & Co. bds. \$1  
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Rabindranath Tagor, poet and dramatist. 342p. il. O '26 N. Y., Oxford \$4

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**Upton, Harding**

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The hilarious tale of Horace, who in order to make good, goes into the laundry business and cleans up the town.

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**White, Evelyn, ed.**

New texts from the monastery of St. Macarius at Thebes. 347p. il. Q (Egyptian expedition pub'ns, v. 5) '26 N. Y., Metropolitan Mus. of Art pap. \$12; bds. \$15

Who's who among North American authors. 500p. O '26 Los Angeles, Golden Syndicate Pub. Co., Pacific Mutual Bldg. \$5

**Wilkes, Allene Tupper**

The creaking chair; a play in four acts; rev. by Roland Pertwee. 116p. il. D (French's standard lib. ed.) c.'26 N. Y., S. French pap. 75 c.

**Wood, Eleanor Duncan**

Largesse [verse]. 74p. D c. Louisville, Ky., J. P. Morton & Co. \$1

**Zorin, Victor**

Wind tossed leaves [verse]. 69p. O c. N. Y., H. Vinal bds. \$1.50

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# The Field of Old and Rare Books and Weekly Book Exchange

## CURRENT RARE BOOK NOTES

Frederick M. Hopkins

**T**HE department of Public Archives of Canada and the Public Record Office of Northern Ireland have arranged for the publication of the journal of Henry Kelsy, which deals with life and exploration in the Hudson's Bay district between 1683 and 1722.

**G.** B. HARRISON, editor of the "Bodley Head Quartos," is editing a series of Elizabethan reprints to be published by Messrs. Holden of London under the title "The Fortune Play Books." Each volume will include not only an introduction and a glossary of obsolete words, but also stage directions in the modern manner.

**A**MONG the earliest publications of E. P. Dutton & Co. in 1927 will be a new volume in their "Wisdom of the East" series on "Omár Khayyám, the Poet," by T. H. Weir, lecturer in Arabic at Glasgow University. The same firm has recently brought out a handsome edition of Fitzgerald's translation of the "Rubaiyát" with illustrations by Fish.

**T**HE Dickens Fellowship of New York held its annual Christmas party at the National Arts Club on the evening of December 17. Dr. Howard Duffield, well known Dickens critic, spoke on the subject of "The Christmas Stories—Christmas Candles that Dickens Lighted." Christmas music included the song, "The Ivy Green," played from an old copy.

**B**ASIL BLACKWELL of London announces a new edition of "The Plays and Poems of Richard Brinsley Sheridan," edited by R. Compton Rhodes. It will in-

clude "The Forty Thieves," one of Sheridan's collaborative plays. The texts have been collated from the early editions, many of them rare or unrecorded.

**A**MERICAN books, autographs, broadsides and pamphlets, selections from consignments by various owners, will be sold by Charles F. Heartman, at Metuchen, N. J., on January 1, 1927. This sale includes early almanacs, material relating to the American Revolution, early American poetry, the French and Indian War, imprints of Hugh Gaîne, Massachusetts sessions laws, the Mexican War, early newspapers, and miscellaneous Americana.

**E.** ROY CALVERT, secretary of the National Council for the Abolition of the Death Penalty, 23 Charing Cross, Whitehall, London, writes: "I am endeavoring to compile a comprehensive bibliography of imaginative literature in any language dealing with capital punishment. The work of Hugo, Dickens, Thackeray, Dostoevsky, Wilde, Hardy, and Masfield is, of course, well known in this connection; but inquiries will no doubt elicit many valuable contributions from unexpected quarters. The help of your readers in compiling an adequate bibliography of the death penalty in literature will be greatly appreciated."

**T**HE "Letters of Sir Thomas Bodley to Dr. Thomas James, First Keeper of the Bodleian Library," which will shortly be published by the Oxford University Press, were written between the years 1599 and 1613, and deal with the details of organizing and equipping the newly founded Bod-

leian. They have been edited by G. W. Wheeler, who has written an introduction giving an account of the contribution which the correspondence makes to our knowledge of the history of the library, as well as of the problems which confronted its first librarian and his patron.

IN his article in the December *Atlantic* entitled "This Book Collecting Game," A. Edward Newton has this to say about New York as a rare book market: "In the book market I have seen many changes: no longer is London, or indeed England, the only market in which to buy books. For almost a century we have been drawing on that great reservoir, and the level of the supply is permanently lowered; there are now more booksellers in England than there are good books. There is a glamour, a romance, about prowling around in the bookshops of the old country, but the best picking is now to be had at home, especially in New York City."

A FIRST edition of John Bunyan's "A Book for Boys and Girls," a little juvenile of 44 pages published in 1688, brought £2,100 at Hodgson's in London a few days ago, Maggs Brothers being the successful bidder. There is one other known copy, that in the British Museum which cost about £100. The consignor, a woman employee in the post office, tells what she knows of the discovery as follows: "We have had the book for years but none of us regarded it as of any importance. We saw it was old and we could not understand some of the old English. We are not really certain how it came into our possession, but I seem to remember my mother's buying a whole bundle of books for half a crown. An old man brought them in a sack and dumped them on the floor. This little book, I seem to remember, was in this lot."

NO XX. of the Illustrated Monographs issued by The Bibliographical Society deals with the "Early Editions of Euclid's Elements," and is a folio of vii-67 pages, with thirteen plates, the work of Charles Thomas-Stanford. Mr. Thomas-Stanford was led to a study of the early editions of Euclid by the beauty of the books and the

interest attaching to the ingenuity of printers in associating a continuous series of diagrams with the text. He soon found that the bibliographical literature relating to these editions was meager, and he has compiled a bibliography which makes up for this deficiency. A scholarly introduction of eighteen pages prefaces the bibliography with a description of editions from 1482 to 1600. Ratdolt's editio princeps is well known to collectors, but Mr. Thomas-Stanford has described many other important editions, and the plates accompanying the text leave little to be desired in a work of this kind.

HISTORICAL and literary nuggets gathered from twenty different sources, comprising autograph letters and manuscripts, incunabula, standard sets in fine bindings and rare first editions, were sold at the Anderson Galleries on December 16, 200 lots bringing \$42,110. The Admiral Bayntun collection of historic naval documents containing 47 lots, is one of the most important of its kind ever offered at public sale. Perhaps the most important of these items was the secret memorandum signed by Lord Nelson giving in five folio pages a description of the tactics to be carried out in the Battle of Trafalgar. This collection was sold en bloc and brought \$9,000. Other lots and the prices brought were the following: Lafcadio Hearn's manuscript, "In a Japanese Garden," 138 pp., 8vo, signed February 3, 1892, brought \$700; manuscript of Theodore Roosevelt's review of Captain Mahan's "The Influence of Sea Power upon History," 14 pp., folio, \$2,500; a remarkable illuminated manuscript, *Horae Beatae Virginis*, written in Latin, 184 leaves, beautifully illuminated, in the original binding of stamped calf, large 8vo, 15th century, \$3,600; original manuscript orderly book, from July 8, 1775, five days after Washington assumed command, to October 26, 1775, all written at the camp before Boston, \$1,400; A. L. S. of General Washington, Philadelphia, 3pp., 4to, March 17, 1782, to Thomas Paine about Charlestown, \$950; A.L.S. of Robert Burns, 1 p., 4to, no place or date, to Henry Erskine, \$1,250; manuscript in pencil of Abraham Lincoln, 2 pp., 8vo, dated December 7, 1860, the

paragraph which contained the famous phrase "a house divided against itself cannot stand," \$5,000; and a manuscript of Joseph Conrad's "The Return," 113 pp., 4to, in case, \$1,350.

**A**UTOGRAPH letters and documents, literary and historical, including important portions of the collections of Alexander W. Hannah, of Pasadena, Calif., and Joseph Husband, of Nantucket, Mass., were sold at the American Art Galleries, December 2 and 3. A few important items and the prices realized were the following: A.L.S. of John Baskerville, famous printer, 3 pp., 4to, to Robert Dodsley, \$170; Admiral Farragut, D.S. 2 pp., folio, Flag Ship Hartford, July 29, 1864, being General Order No. 11, \$255; A.L.S. of David Garrick, 1 p., 8vo, January 26, no year, to Mr. Dodsley, \$200; A.L.S. of Alexander Hamilton, 2 pp., large folio, Headquarters, July 26, 1778, important military letter, \$210; D.S. by Hamilton, William Grayson, Robert H. Harrison and Elias Boudinot, 1 p., folio, Newton, April 11, 1778, report of commissioners appointed by General Washington to negotiate with General Howe in regard to the exchange of prisoners, \$330; A.L.S. of John Paul Jones, 2 pp., small 4to, L'Orient, August 24, 1785, mentions Franklin, Genet and Livingston, \$775; D.S. by Lord Nelson, 1 p., folio, "Given on board of Victory of Cadiz, the 10th of October, 1805, order of battle to be observed at the famous battle of Trafalgar, \$600; and A.L.S. signed by four Signers, Robert Morris, Richard Henry Lee, William Whipple, and Philip Livingston, 2 pp., folio, in Secret Committee of Congress, Philadelphia, May 2, 1777, to Elias Boudinot, \$400.

**H**OUGHTON MIFFLIN are to have in January a book by Michael Sadleir called "Trollope: A Commentary," which is expected to become a standard work on this author. The book is the result of several years of research and enthusiasm, and Mr. Sadleir has had the support and wholehearted assistance of the Trollope family. An appendix will give a complete bibliography of Trollope, and the American edi-

tion is to have a special introduction by A. Edward Newton.

**W**E have been interested to have a chance to look over the new edition of "The Rubaiyat" printed by Johnck, Kibbee & Company of San Francisco. The artist, Lawrence Patterson, made us a call and gave us a chance to get an impression of the personality of an extremely promising young illustrator. Seldom have we seen more striking illustrations more effectively fitted into the text. He has come out of the west, hoping to find his place in New York, and, with this book as a business card, there ought to be opportunities. The book should have come along a bit earlier to give it a chance at the Illustrated Book Exhibit of the American Institute of Graphic Arts.

### Auction Calendar

**Saturday morning, January 1st, at 10:50.** American autographs, books broadsides and pamphlets. (No. 193; Items 441.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

**Thursday, Friday and Saturday afternoons and evenings, January 6th, 7th and 8th, at 2:15 and 8:15.** Collection of Alphonse Kann, Paris, including Egyptian, Greek, Roman, Persian, Moven Age and Renaissance works of art, paintings and drawings by Cimabue, Morone, Pollaiuolo Tintoretto, Brueghel the Elder, Rubens, Fragonard, Turner. The American Art Association, 30 East 57th Street, New York City.

**Friday evening, January 7th, at 8:15.** Private collection of Colonel Ralph Isham consisting of 17th and 18th century English literature, mostly Elizabethan. American Art Association, 30 East 57th St., New York City.

### Catalogs Received

**Memoiren, Tagebücher, Biographien Briefwechsel, Stammbücher.** (No. 569; Items 1386.) Karl W. Hiersemann, Königstrasse 29, Leipzig, Germany.

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### Old Book Notes

In Walter M. Hill's (Chicago) catalog number 114, there is an interesting note apropos of the 1894 Casanova:

"His life (1725-1799) was a succession of intrigues, impostures, duels, imprisonments, escapes, arrests, amours, brawls, conjurings, and debaucheries. And yet he found favor wherever he came; managed to get himself presented at most of the European courts, and lived familiarly with the noble and learned.' Several editions of the work have been published in French—the first one in 1826 and the last in 1879—but never until 1894 did any one venture to put it before the people of this country in their own language. And even then the translator refused to print his name on the title-page, and no publisher could be induced to publish it. It was, therefore, issued in a most private manner, at a high subscription, and the number strictly limited to 500 copies for England and 500 for America."

Here are a few of the regular advertisers in the Weekly Book Exchange from New England. A glance at the list is enough to show the high quality, tho various types, of the stores that consider the use of our columns every week an essential part of their business.

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The Book Shop, New London.

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H. S. Hutchinson & Co., New Bedford.

Bridgman & Lyman, Northampton.

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 Rose. Ralph Gross Collect. Wash.

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 Herbine, C. G. Meeting of the Spheres or Letters from Dr. Coulter.  
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 Department of the Interior Bureau of Education  
 Bulletin 1923. No. 29. Biennial Survey of Education, 1918-1920. Statistics.  
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 Beginnings of Poetry. Fairchild. Putnam. 1912.  
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Eaton's Birds of New York. Vol. 1. 1914.  
Wheeler. History of N. C. Last ed.

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La Cuisine Classique. Diebois & B. Vol. 1. 1882.  
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Parton. Life of Aaron Burr.

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Albion F. Bacon. Beauty for Ashes. Dodd, Mead. 1914.

MINCHEN & BOYLAN, CARROLL, IA.  
The Bibelot. No. 5, vol. 16. May, 1910.

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Two Years Before the Mast. Dana. Ltd. 2-vol. ed.  
Journals of Madison on the Constitution.  
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John Capen Adams. Hittell.  
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Gray. *Anatomy*. circa 1852.

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Gentleman's Magazine. Vol. VII. London, 1797.  
White, Bouch. *Book of Daniel Drew*.  
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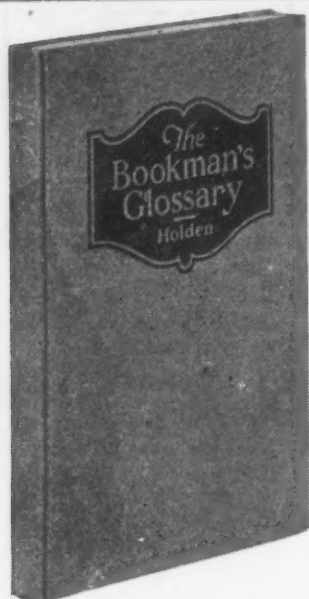
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